

**ABSTRACT**

A method, system, and apparatus that provide message data. A link to a message application is included in at least one web page for each event associated with the website for which message data is desired. A user accesses the web page, selects  
5 the link to the message application associated with the at least one event, and inputs user information, e.g., in response to a prompt to the user to input information. The user inputs user registration information if such information has not already been input by the user. The user information may be shared among websites and may be used to create a user event profile that is portable among websites. Message data is  
10 automatically sent to the user regarding the event, based on the input user information. The message data may be sent at a time determined according to the input user information. The message data may include information regarding the timing of the event. A link to the same message application may be included in each web page for each event for which message data is desired.

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